

Customer Website Requirements



Company Name	
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Customer Website Requirements

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Customer Website Requirements

1. Introduction

This document is intended to help you structure your thoughts & expectations for your website. It's also the starting point of SourceDoctor's website creation process (see [our own website](#) for details). We use the information from this document as the basis for discussions with you to compile your full requirements, before responding to you with a proposal.

When you've completed the sections below, please [email](#) the document to us. All information will be treated as confidential, and we'll get back to you as quickly as possible.

If you have any queries at all, just contact us direct.

David James Smith
Director

Customer Website Requirements

2. Your Business

Please describe your business	
Who are your customers?	
What are your products & services?	
Do you have an existing website? <i>(please give the web address)</i>	
What's prompted you to enquire about a new website?	
Please describe your other marketing & communications activity	
Do you have internet and email access?	

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3. Website Features & Content

3.1. General

What are your objectives & expectations of a website?	
Please describe the target audience for your website	
Is the content and material to be published (<i>e.g. text, images, logos</i>) already available, or does it require production?	
Do you need help writing the text for the website?	
How often would your website be updated or added to? (<i>e.g. new product or service, latest news</i>)	

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3.2. Specific

Please describe the specific items of information that you'd like to publish on your website <i>(e.g. "about us", description of products & services, images, latest news, contact page, enquiry form, map, downloadable documents, etc.)</i>	
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Please describe the specific items of information that you'd like to publish on your website <i>(e.g. "about us", description of products & services, images, latest news, contact page, map, downloadable documents, etc.)</i>	
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4. Timescales

What is the target launch date for your website?	
When would your content be available? <i>(please list each item if possible)</i>	
Over time, what changes to your business would need to be reflected in your website? <i>(e.g. seasonal business, marketing campaigns, special offers, announcements, product changes)</i>	

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5. Design & Impact

<p>Please describe (or attach to an email) any existing corporate branding</p> <p><i>(e.g. colours, designs, logos, "house style")</i></p>	
<p>What existing printed media does your business have?</p> <p><i>(e.g. brochure, stationery, signage)</i></p>	
<p>Please list any websites you admire and give the reasons you like them</p>	
<p>Please list the website addresses of your main competitors</p>	
<p>What would you like website visitors to think about your business?</p>	
<p>What action do you want visitors to your website to take?</p>	

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6. Technology & People

Apart from you, is there anyone else who needs to be involved in the project?	
Are you able to review work and respond quickly during the production of your website?	
Do you already have a supplier for website hosting and email?	
Have you already registered your domain names? <i>(please list them)</i>	
Who would be responsible for maintaining your website?	

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7. Your Contact Details

your name:	
company:	
email address:	
telephone number:	
date:	